



# Buy Detail Report

Date: 10/22/20

Client: Independence Virginia PAC  
Media: TV  
Product: Independence Virginia PAC  
Primary Demo: Adults 35+

Flight Start Date: 10/22/2012  
Flight End Date: 11/4/2012

Vendor: WJLA

Affiliation: ABC

Flight 10/21-10/29														
Total Adults 35+ Adults 55+ Men 25-34														
Spots														
Daypart	Daypart Code	COST	Wks	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Total	RTG CPP	RTG CPP	RTG CPP
Washington, DC														
WJLA-TV														
M-F 7a-8a	EM	\$1,800.00	30	3	1						4	2.2	3.3	0.2
GOOD MORNING AMERICA												\$818.18	\$545.45	\$9,000.00
M-F 8a-10a	DT	\$1,400.00	30	3	1						4	1.4	2.0	0
LIVE W KELLY & MICHAEL												\$1,000.00	\$700.00	\$0.00
M-F 10a-11a	DT	\$1,200.00	30	3	1						4	1.0	1.2	0
RACHAEL RAY												\$1,200.00	\$1,000.00	\$0.00
M-F 11a-12n	DT	\$1,800.00	30	3	1						4	1.5	2.3	0.1
THE VIEW												\$1,200.00	\$782.61	\$18,000.00
M-F 12n-1230p	DT	\$2,000.00	30	3	1						4	1.5	2.7	0.2
ABC 7 NOON NEWS												\$1,333.33	\$740.74	\$10,000.00
M-F 1230p-1p	DT	\$1,200.00	30	3	1						4	1.4	2.1	0.2
MILLIONAIRE												\$857.14	\$571.43	\$8,000.00
M-F 1p-2p	DT	\$1,200.00	30	3	1						4	1.0	1.4	0.1
THE CHEW												\$1,200.00	\$857.14	\$12,000.00
M-F 3p-4p	EF	\$1,200.00	30	0	1						1	1.5	1.5	0.1
ANDERSON COOPER												\$800.00	\$800.00	\$12,000.00
M-F 3p-4p	EF	\$1,200.00	30	3	0						3	1.5	1.5	0.1
ANDERSON COOPER												\$800.00	\$800.00	\$12,000.00
M-F 4p-5p	EF	\$1,500.00	30	3	1						4	3.0	1.9	0.1
KATIE COURIC												\$800.00	\$947.37	\$18,000.00
M-F 5p-6p	EN	\$1,800.00	30	3	1						4	2.1	3.7	0.2
ABC 7 NEWS AT 5PM												\$904.76	\$513.51	\$9,500.00
M-F 6p-630p	EN	\$2,500.00	30	3	1						4	3.0	5.4	0.2
ABC 7 NEWS AT 6PM												\$833.33	\$462.96	\$12,500.00
M-F 630p-7p	EN	\$7,000.00	30	3	1						4	4.1	7.9	0.7
WORLD NEWS TONIGHT ADJACENCY												\$1,707.52	\$897.44	\$10,000.00

*Flight 10/22/12-10/29*

Please Book & Confirm ASAP  
Please Sign & Fax Back

X

*[Signature]*



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Affiliation: ABC

Daypart	Daypart Code	Cost	Wks	Mon	Tue	Total Spots	Adults 35+		Adults 55+		Men 25-34	
							RTG	CPP	RTG	CPP	RTG	CPP
Washington, DC												
WJLA-TV												
M-F 7p-7:30p	PA	\$7,000.00	30	3	1	4	4.3	8.4			1.2	
WHEEL OF FORTUNE							\$1,627.91	\$833.33			\$6,833.33	
M-F 7:30p-8p	PA	\$8,000.00	30	3	1	4	5.2	10.1			2.0	
JEOPARDY							\$1,538.46	\$792.08			\$4,000.00	
M 8p-10p	PT	\$18,000.00	30	0	2	2	7.0	10.4			2.4	
DANCING WITH THE STARS							\$2,571.43	\$1,730.77			\$7,600.00	
M 10p-11p	PT	\$12,000.00	30	0	1	1	8.6	5.3			1.7	
CASTLE							\$1,618.18	\$2,264.15			\$7,058.82	
W 8p-9p	PT	\$15,000.00	30	1	0	1	4.7	2.7			1.1	
THE MIDDLE/THE NEIGHBORS							\$3,101.48	\$8,555.58			\$13,036.39	
W 10p-11p	PT	\$18,000.00	30	1	0	1	4.9	3.2			1.1	
NASHVILLE							\$3,873.47	\$8,825.00			\$16,383.84	
Th 10p-11p	PT	\$20,000.00	30	1	0	1	5.9	4.8			1.5	
SCANDAL							\$3,368.83	\$4,168.87			\$13,383.33	
F 8p-9p	PT	\$10,000.00	30	1	0	1	4.3	3.9			2.0	
SHARK TANK							\$2,325.58	\$2,864.10			\$5,000.00	
Su 7p-8p	PT	\$8,000.00	30	1	0	1	2.2	2.8			3.1	
AFV							\$3,636.36	\$3,076.92			\$2,580.65	
Su 10p-11p	PT	\$18,000.00	30	1	0	1	4.3	3.0			1.4	
666 PARK AVENUE							\$4,186.05	\$8,000.00			\$12,857.14	
M-F 11p-11:35p	LN	\$4,000.00	30	3	1	4	3.6	4.3			0.5	
ABC 7 AT 11 M-F							\$1,111.11	\$890.23			\$8,000.00	
M-F 11:35p-12:05a	LF	\$3,000.00	30	3	1	4	1.9	2.4			0.4	
NIGHTLINE							\$1,578.95	\$1,250.00			\$7,500.00	
Sa 7a-8a	WK	\$500.00	30	1	0	1	1.1	1.7			0	
GMA SATURDAY							\$818.18	\$528.41			\$0.00	

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Flight End Date: 11/14/2012

Affiliation: ABC

Daypart	Daypart Code	COST	Wks	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Total Spots	Adults 35+		Adults 18+		Men 25-34	
												RTG	CPP	RTG	CPP	RTG	CPP
Washington, DC																	
WJLA-TV																	
Sa 7p-730p	WK	\$9,000.00	30	1	0						1	2.8	5.1			1.1	
WHEEL OF FORTUNE																	
Sa 7:30p-8p	WK	\$9,000.00	30	1	0						1	\$1,153.05	\$888.24			\$2,727.27	
JEOPARDY												2.7	4.8			3.2	
Su 8a-9a	WK	\$900.00	30	1	0						1	\$1,111.11	\$625.00			\$837.50	
GMA SUNDAY												0.9	1.5			0.2	
Su 9p-7p	WK	\$2,400.00	30	1	0						1	\$1,000.00	\$800.00			\$4,500.00	
ABC 7 NEWS SUNDAY 6p												2.7	3.6			6.6	
												\$888.89	\$666.67			\$363.64	
											78						
												211.7	\$95.0			52.6	